

MAKERERE UNIVERSITY BUSINESS SCHOOL
COURSEWORK TWO TEST FOR THE DEGREE OF
BACHELOR OF TRAVEL & TOURISM MANAGEMENT
OF MAKERERE UNIVERSITY, ACADEMIC YEAR 2025/2026

COURSE NAME: WORLD GEOGRAPHY OF TRAVEL AND TOURISM

YEAR OF STUDY: ONE

SEMESTER: ONE

COURSE CODE: BTT 1106

DATE OF SUBMISSION: Friday 24th, 2025

Instructions:

- I. This is a take-home test and should be done in groups of not less than 7 and not more than 10 members per group.
- II. Attempt all questions.
- III. Submission will be strictly on Friday 24th, 2025 between 11:00HRS and 13:00HRS. No work shall be received after the stipulated period of handing in.
- IV. All members of the group should actively participate, register all their details and sign in person on the cover page of the work.
- V. Plagiarism and similar work shall attract undesirable penalties.
- VI. Be concise and clear with well-arranged paragraphs and points. Use of clear examples, illustrations and images attracts extra marks. Give citations and references where necessary.
- VII. Use Times New Roman, font 12, line spacing 1.5. Use a maximum of 6 pages.

QUESTION

Choose one of the following regions.

(SCANDINAVIA, SOUTH ASIA, SOUTH EAST ASIA, EAST ASIA, OCEANIA [The pacific islands without Australia] and AUSTRALIA)

- a) Give a brief description of the region to a potential client who wishes to visit there.
(5 marks)
- b) Explain with images and clear examples 4 physical and 4 human geographical aspects that are unique to the region and how each of them can be developed for tourism purposes, giving the unique type of tourism that can take place there. (24 marks)
- c) What source markets do you think will be interested in that region and what makes them the best tourism generators? Give at least 2 source markets. (6 marks)
- d) Is the region a potential receiver to the Ugandan Market? Why or why not? (5 marks)

Internal Examiner.....

H.O.D.....

- e) What lessons can the Ugandan Tourism Industry borrow from the level of tourism development in that region? What key areas of development should Uganda focus on as a destination? *(10 marks)*

END